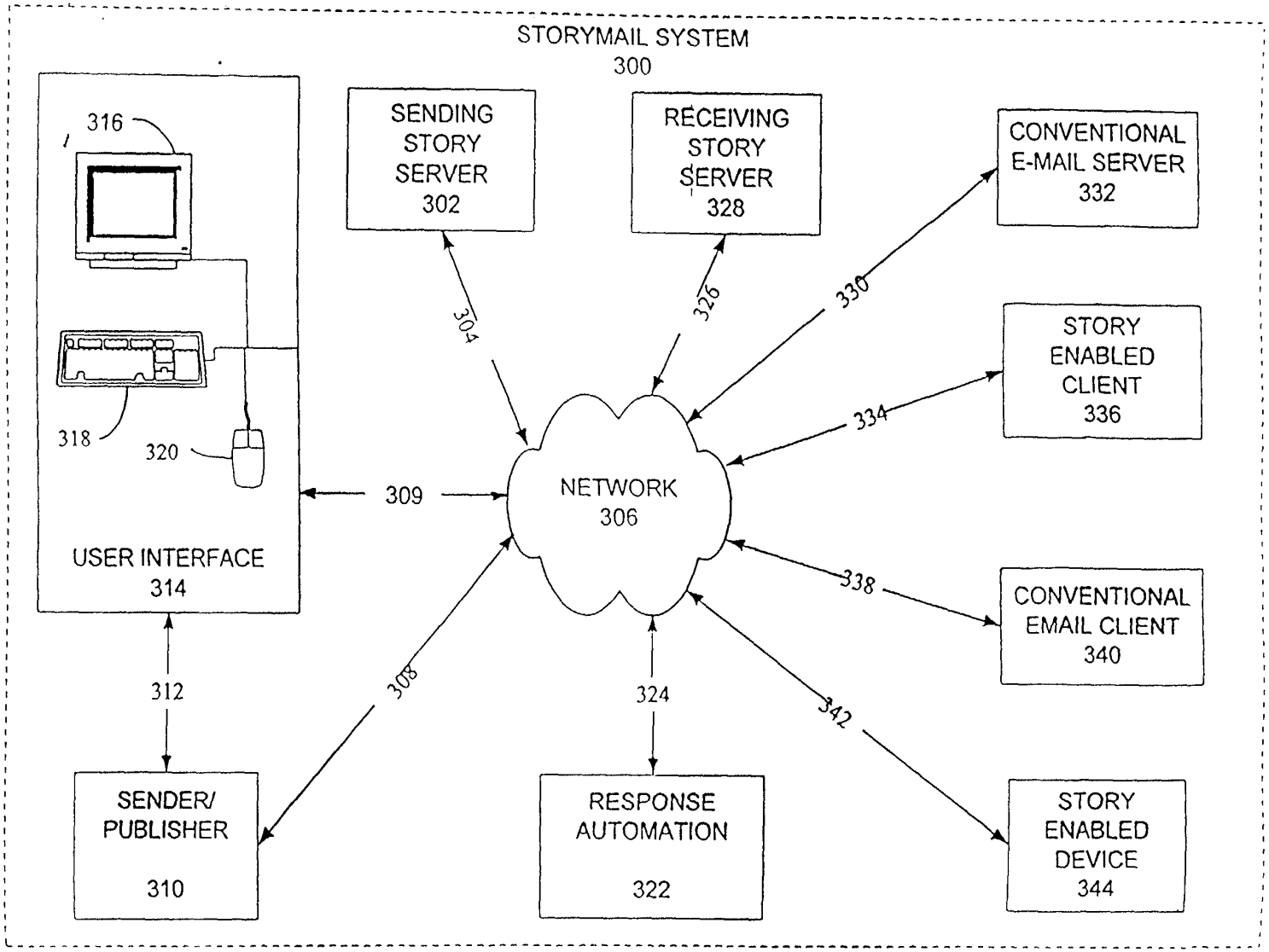
STORYMAIL SYSTEM
300
316
SENDING STORY SERVER 302
RECEIVING STORY SERVER 328
CONVENTIONAL E-MAIL SERVER 332
304
326
330
STORY ENABLED CLIENT 336
334
318
320
309
NETWORK 306
USER INTERFACE 314
338
CONVENTIONAL EMAIL CLIENT 340
312
308
324
342
SENDER/ PUBLISHER 310
RESPONSE AUTOMATION 322
STORY ENABLED DEVICE 344

FIG. 1

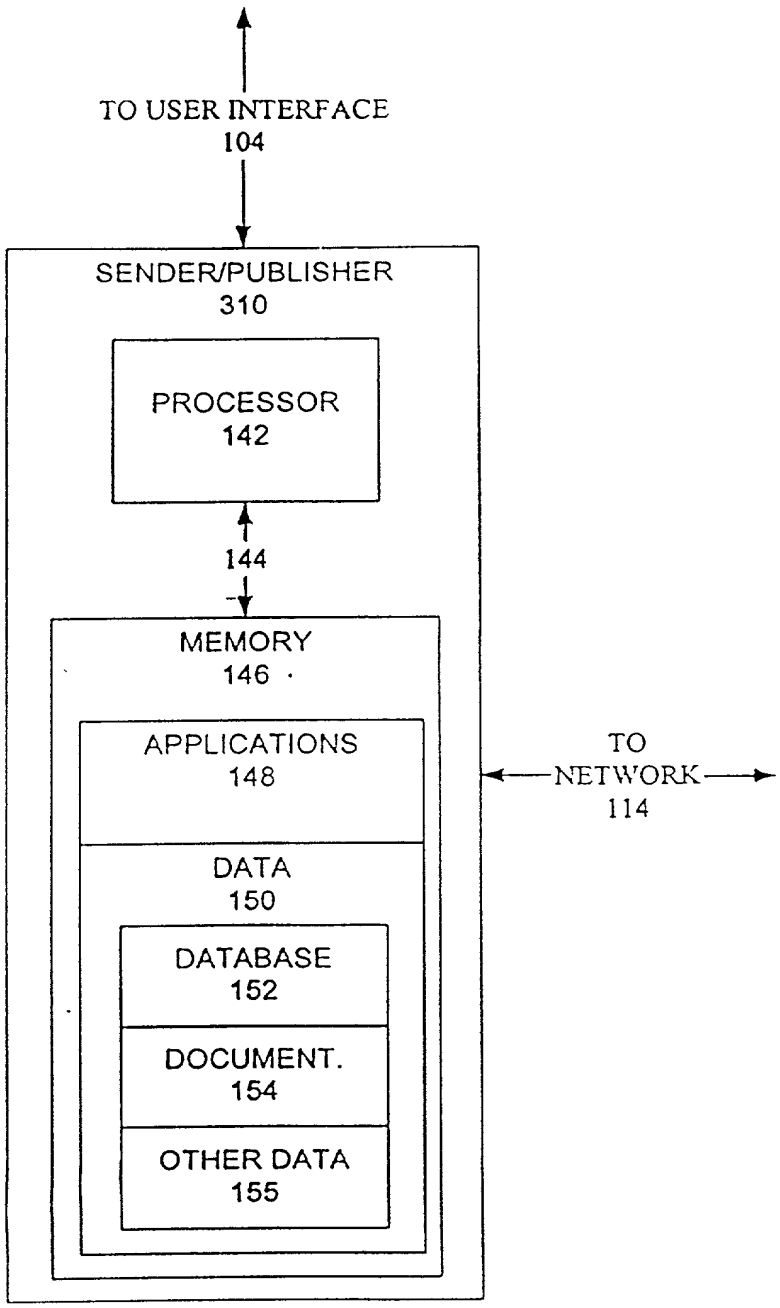
TO USER INTERFACE
104
SENDER/PUBLISHER
310
PROCESSOR
142
144
MEMORY
146
APPLICATIONS
148
DATA
150
DATABASE
152
DOCUMENT.
154
OTHER DATA
155
TO
NETWORK
114

FIG. 2

400 → STORYTELLER ID = ECOUPON5

402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG

404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG

406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG

408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV

412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI

416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

420 → PRODUCT SKU = 98374822

422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMOFULFILLMENT

424 → FIRSTNAME = DAVE

426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM

428 → CUSTOMER ID = 29604830

430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

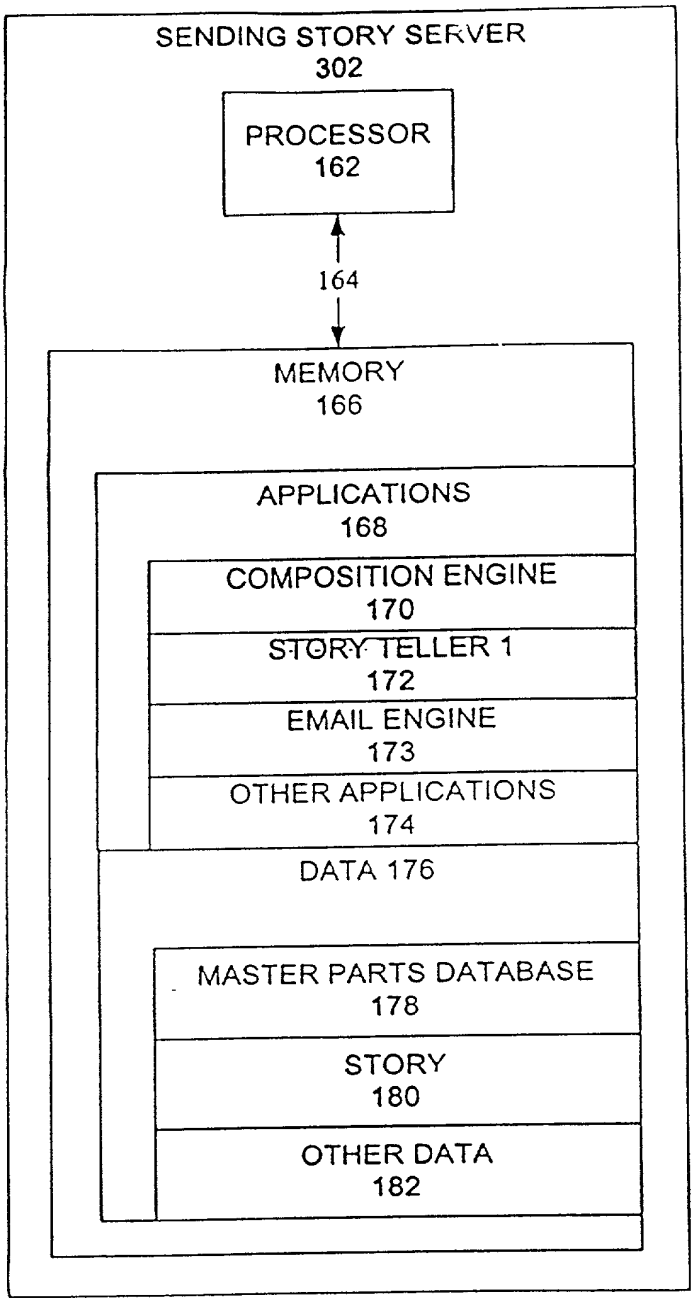
SENDING STORY SERVER
302
PROCESSOR
162
164
MEMORY
166
APPLICATIONS
168
COMPOSITION ENGINE
170
STORY TELLER 1
172
EMAIL ENGINE
173
OTHER APPLICATIONS
174
DATA 176
MASTER PARTS DATABASE
178
STORY
180
OTHER DATA
182

FIG. 4

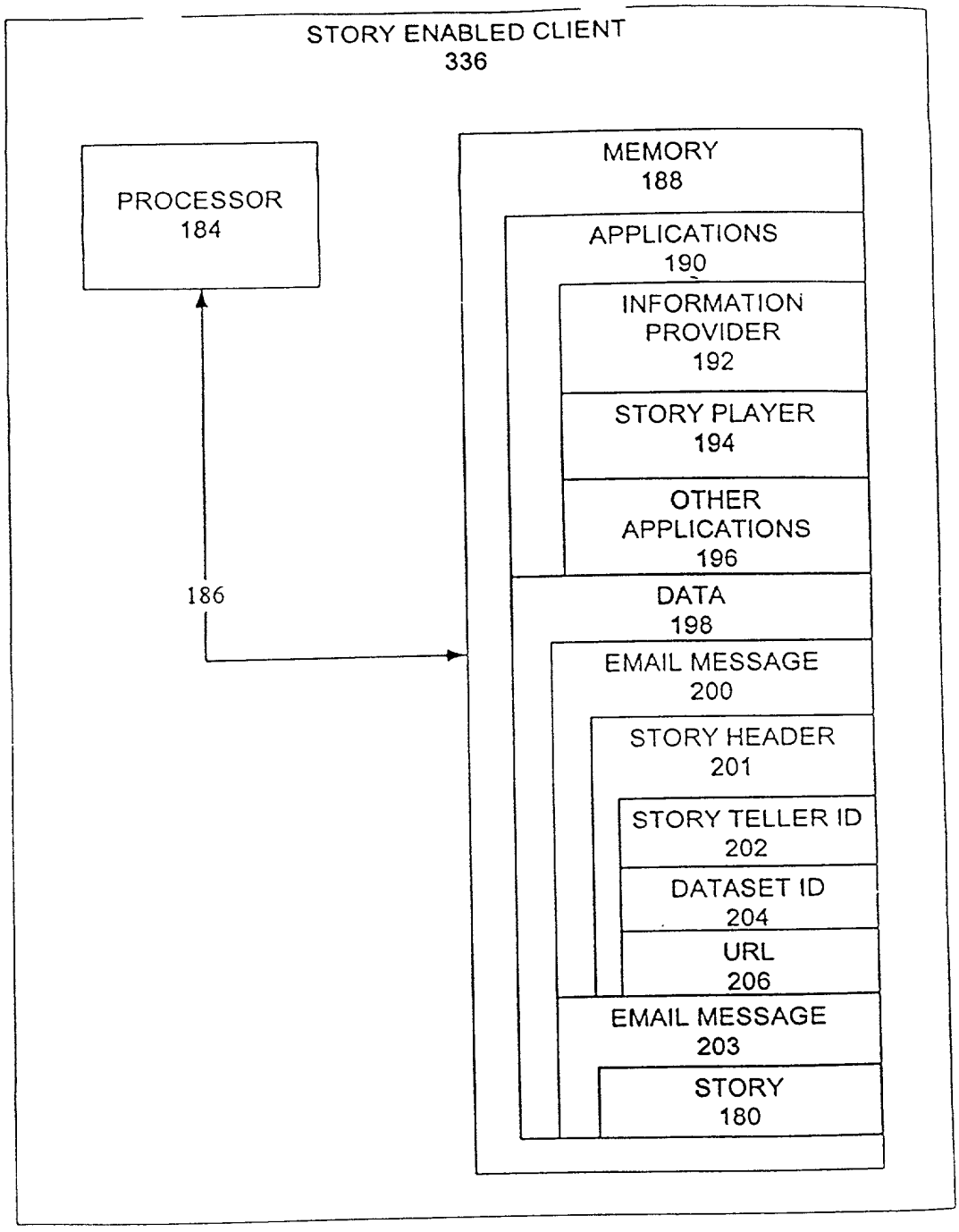
STORY ENABLED CLIENT
336
PROCESSOR
184
MEMORY
188
APPLICATIONS
190
INFORMATION PROVIDER
192
STORY PLAYER
194
OTHER APPLICATIONS
196
186
DATA
198
EMAIL MESSAGE
200
STORY HEADER
201
STORY TELLER ID
202
DATASET ID
204
URL
206
EMAIL MESSAGE
203
STORY
180

FIG. 5

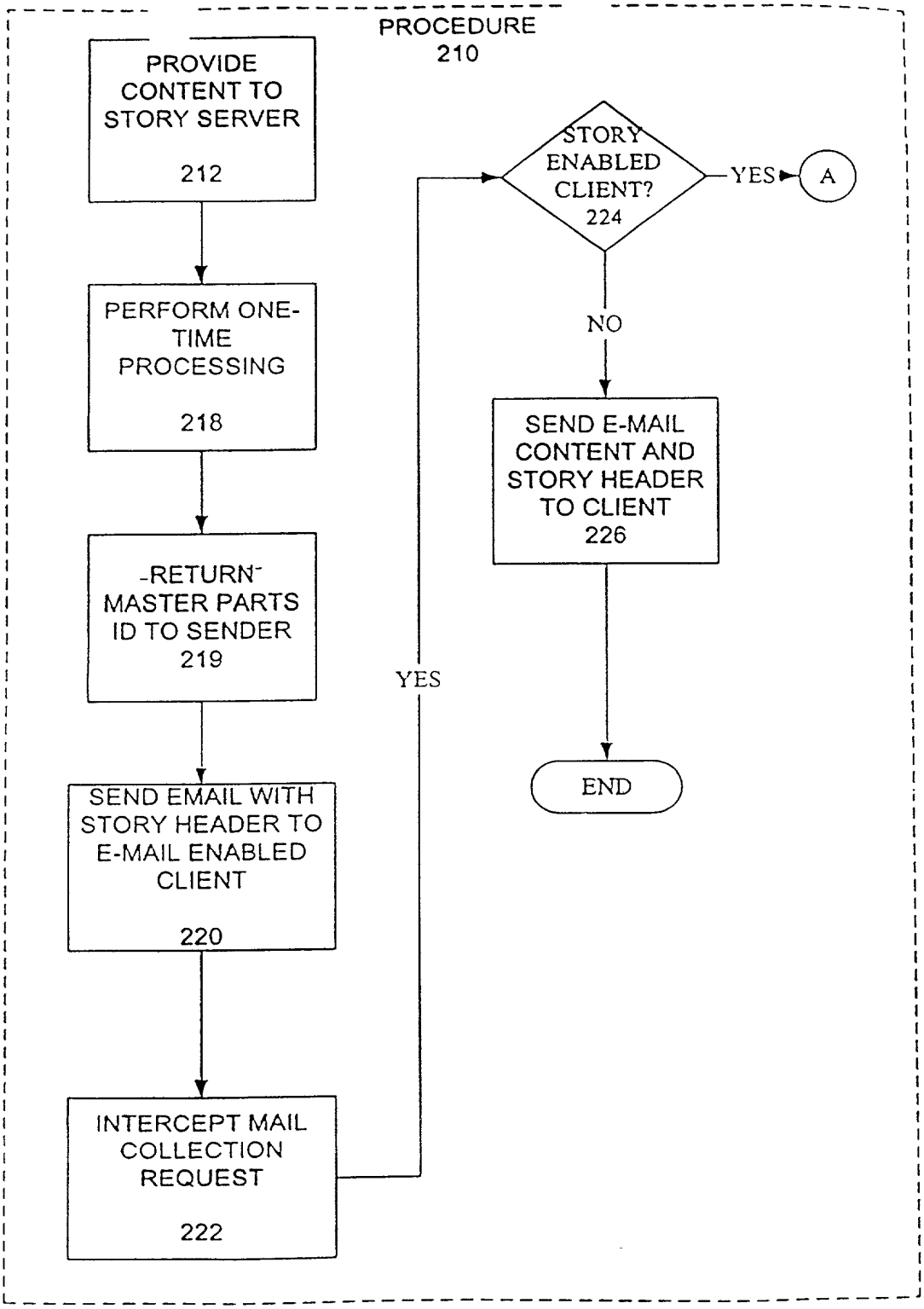
PROCEDURE
210
PROVIDE CONTENT TO STORY SERVER
212
PERFORM ONE-TIME PROCESSING
218
-RETURN- MASTER PARTS ID TO SENDER
219
SEND EMAIL WITH STORY HEADER TO E-MAIL ENABLED CLIENT
220
INTERCEPT MAIL COLLECTION REQUEST
222
STORY ENABLED CLIENT?
224
YES
A
NO
SEND E-MAIL CONTENT AND STORY HEADER TO CLIENT
226
END
YES

FIG. 6

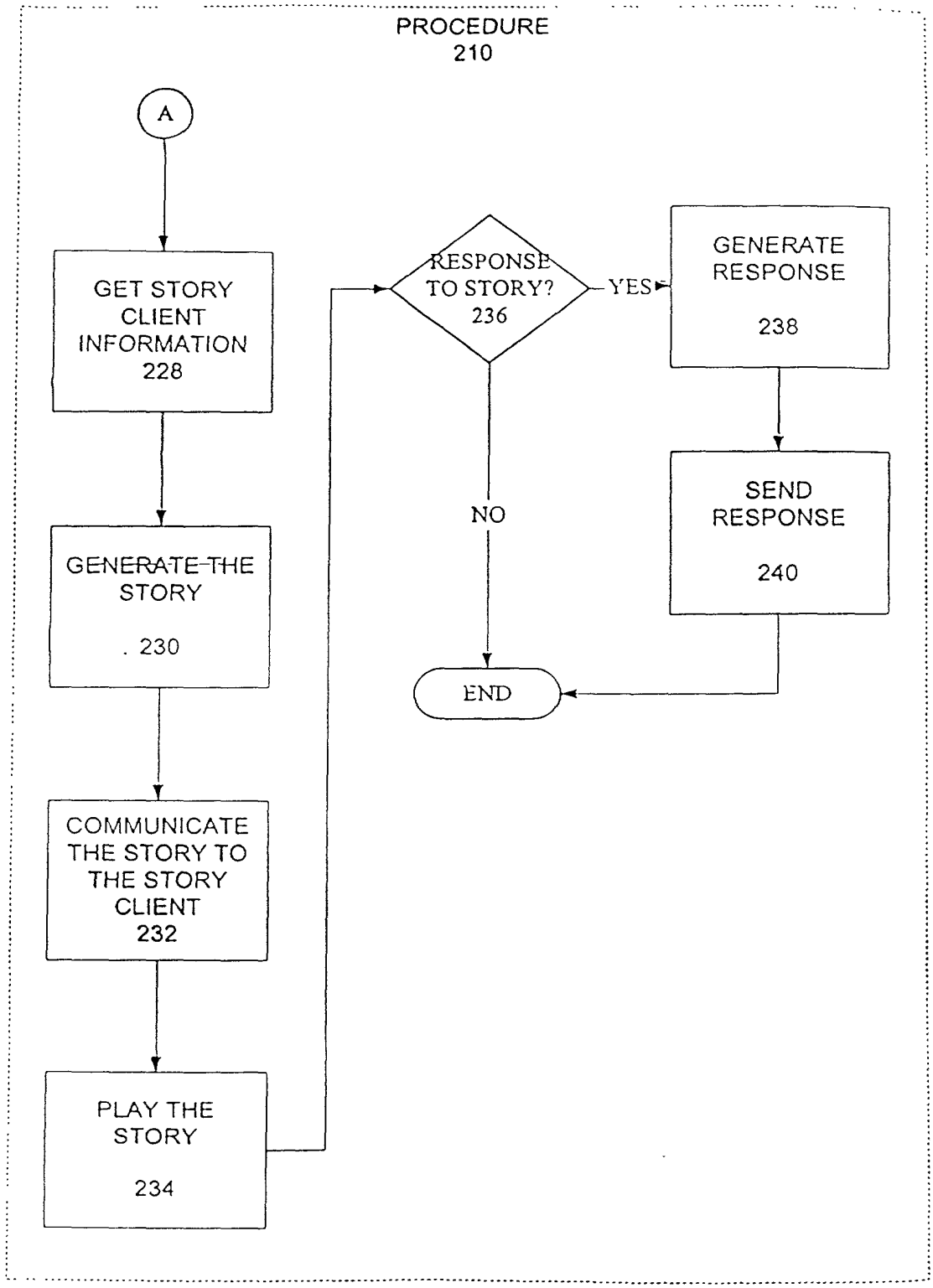
PROCEDURE
210
A
GET STORY CLIENT INFORMATION
228
GENERATE THE STORY
230
COMMUNICATE THE STORY TO THE STORY CLIENT
232
PLAY THE STORY
234
RESPONSE TO STORY?
236
YES
NO
GENERATE RESPONSE
238
SEND RESPONSE
240
END

FIG. 7

Docket No. 1001.1951101

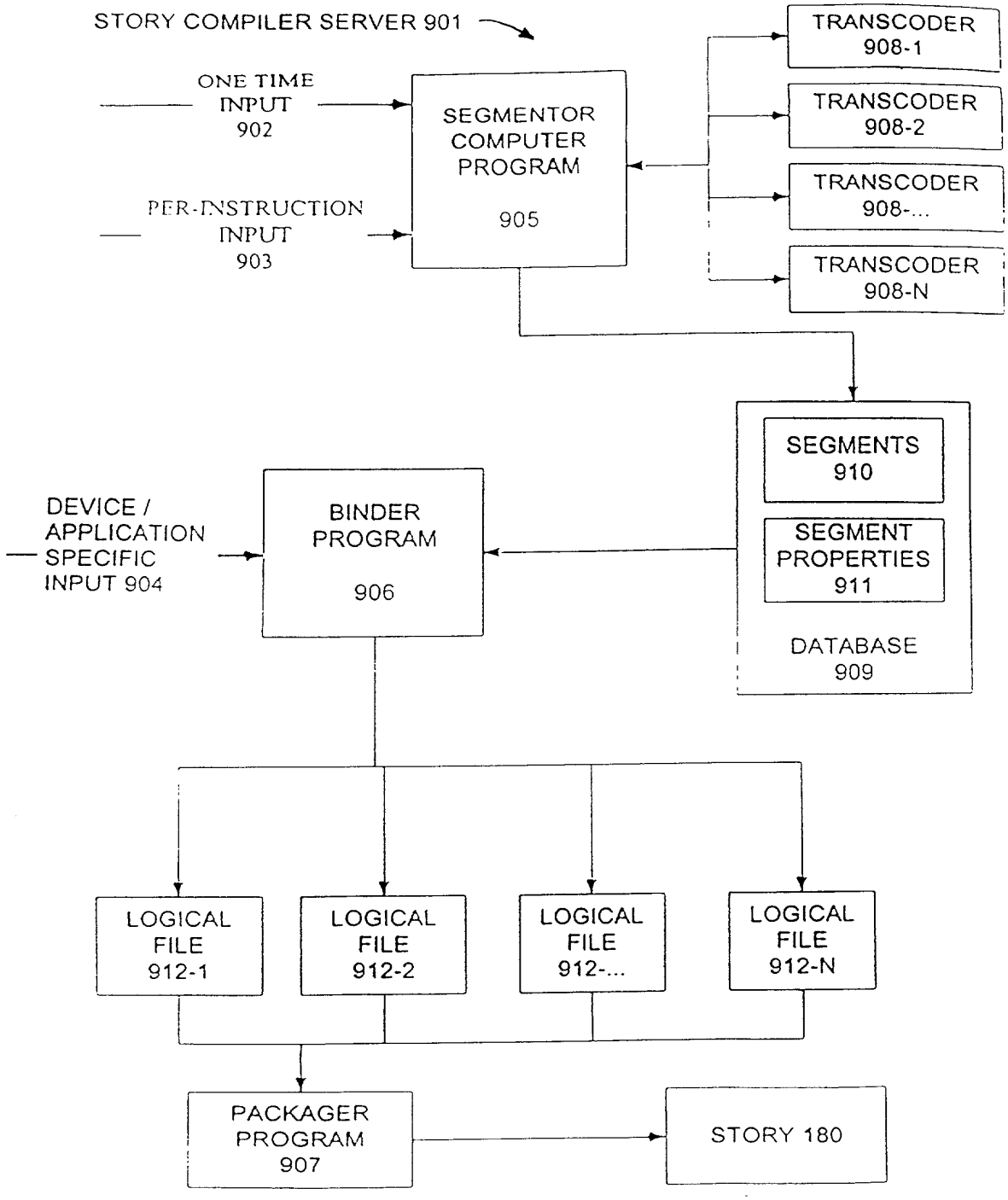

FIG. 8

05/25/05, EAST Version: 2.0.1.4

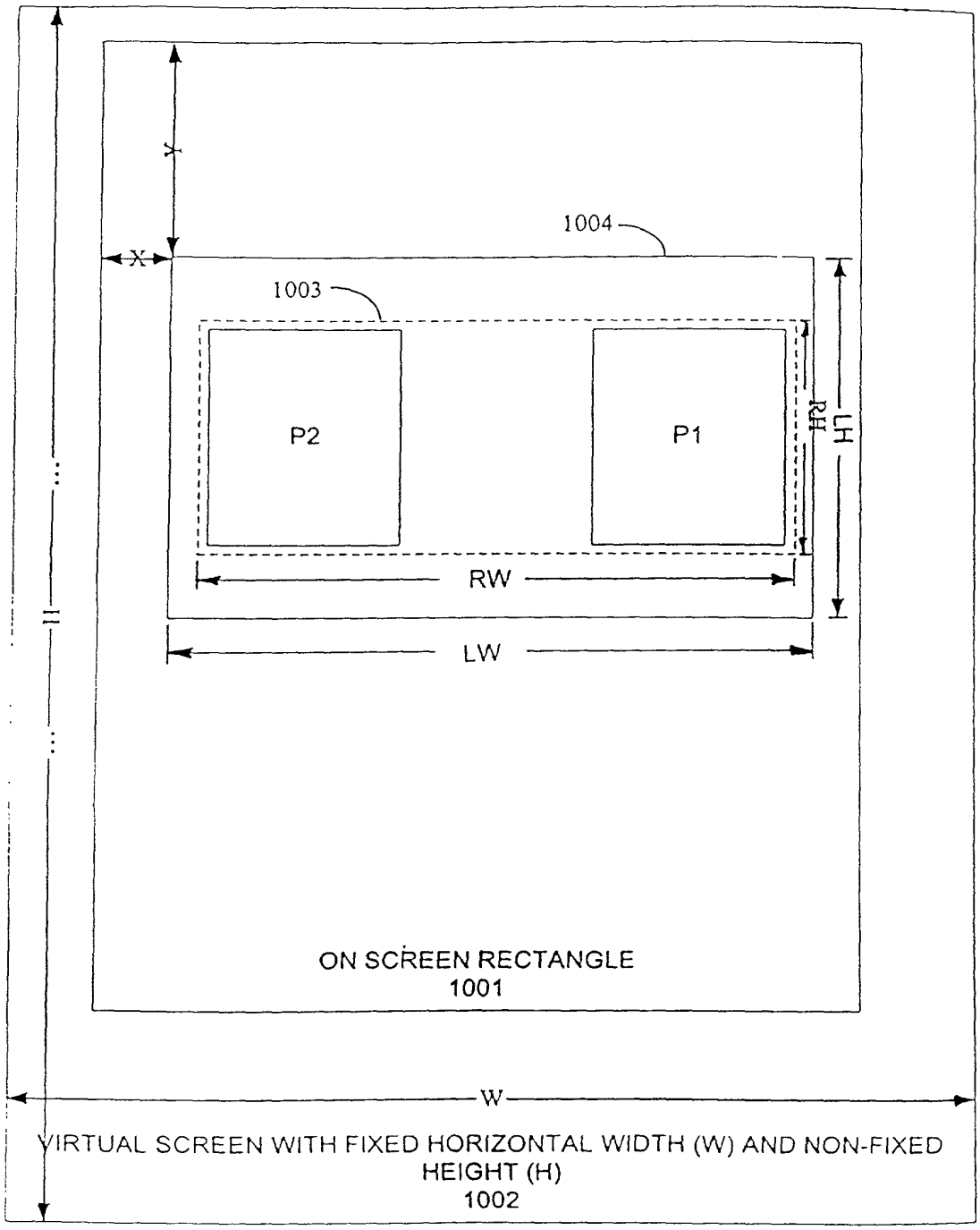

FIG. 9

Redundancy Field 48-bits	Message Number Field 48-bits

FIG. 10

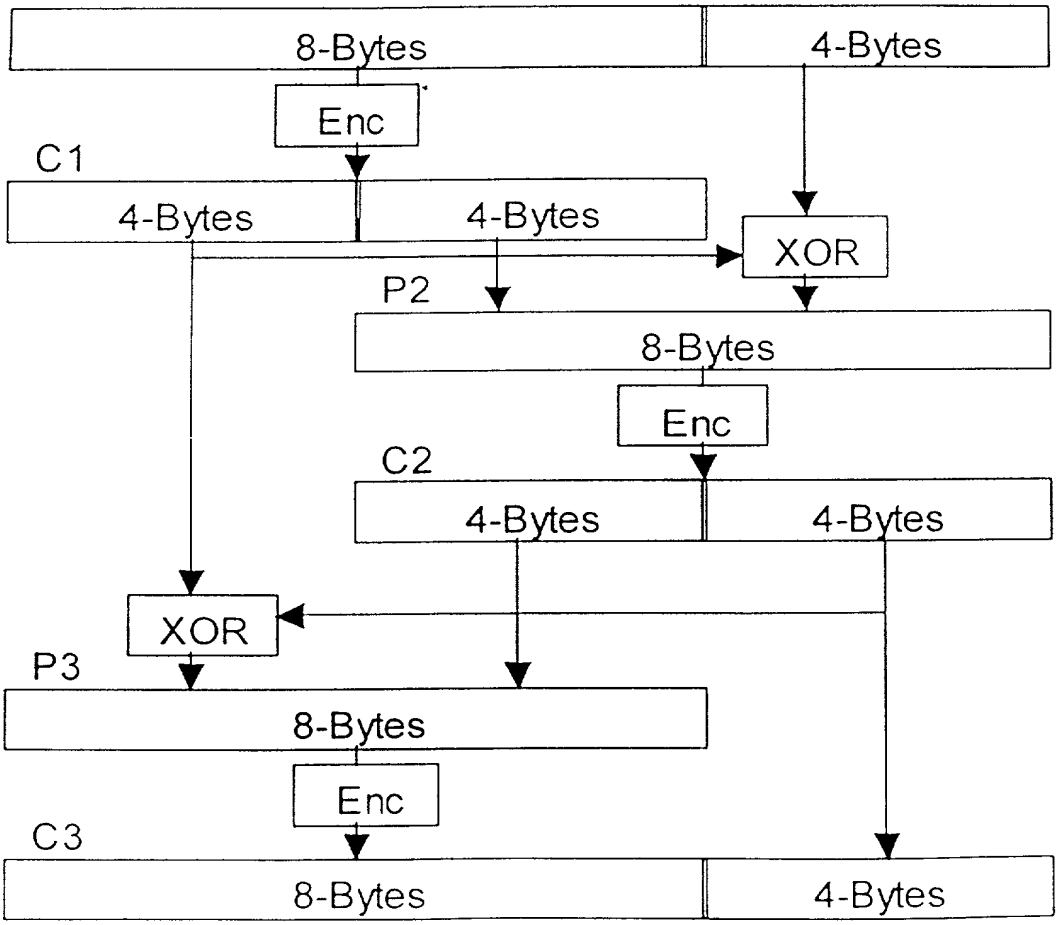

FIG. 11